

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 499728 /		<u>Alt Order #</u> 06389439
<u>Product</u> OBAMA SKED B		
<u>Contract Dates</u> 10/23/12 - 11/06/12		<u>Estimate #</u> 2189
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	KVVU	10/28/12	11/04/12	The Simpsons/Bob's Burgers Su 8p-9p			:30			NM	2	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$2,450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	The Simpsons/Bob's Burgers Su 8p-9p		-----Su	:30		<del>\$2,450.00</del>	NM		
				See MG 12.5, 12.6, 12.7, 12.8, 12.9, 12.10, 12.11, 12.12, 12.13, 12.14								
	2	KVVU	10/22/12-10/28/12	The Simpsons/Bob's Burgers Su 8p-9p		-----Su	:30		<del>\$2,450.00</del>	NM		
				See MG 12.5, 12.6, 12.7, 12.8, 12.9, 12.10, 12.11, 12.12, 12.13, 12.14								
Week:		10/29/12	11/04/12	-----2				2	\$2,450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	10/29/12-11/04/12	The Simpsons/Bob's Burgers Su 8p-9p		-----Su	:30		<del>\$2,450.00</del>	NM		
				See MG 13.5								
	5	KVVU	10/29/12-11/04/12	The Simpsons/Bob's Burgers Su 8p-9p		-----Su	:30		\$2,450.00	NM		
				Ⓜ MG for 13.3 11/04								
N 32	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,500.00			
N 33	KVVU	11/03/12	11/03/12	Masterchef	Sat 11p-12a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$175.00			
N 34	KVVU	11/03/12	11/03/12	CSI: Miami	1am - 5am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$75.00			
Totals											88	\$108,885.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	29	\$31,385.00	\$26,677.25
10/29/12 - 11/05/12	59	\$77,500.00	\$65,875.00
<b>Totals</b>	<b>88</b>	<b>\$108,885.00</b>	<b>\$92,552.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
499728 /	06389439

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 11/06/12	OBAMA SKED B	2189

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	10/31/12 / 10/31/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP NOV1/12 10.12  
\*\*\*CHANGES\*\*\*  
\*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MAURA GILROY	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS:	NATL.	LOCAL	REGIONAL
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	CLASS:	NATL.	LOCAL	REGIONAL
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—(CE)

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV1/12 10.12

NIKKI

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

\* \* \* S K E D B \* \* \*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 2189

14	S	900P-1000P	30	\$2,450.00	10/28	10/28	0	SUN	0
14	S	900P-1000P	30	\$2,450.00	11/4	11/4	0	SUN	0

PROGRAM : FAMILY GUY /AMERICAN DAD  
CON COM1: FAMILY GUY /AMERICAN DAD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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48	A		800P-1000P	30		\$3,150.00	10/29	10/29	1		MON	1
PROGRAM : X FACTOR ORD COM1 : SPOTS N/A. MG IN X FACTOR & NEWS. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV4 ON LINE-14 FOR 2 SPOTS/WK												

49	A		1000P-1100P	30		\$1,500.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A. MG IN X FACTOR & NEWS. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 48-51												

50	A		1100P-1200M	30		\$175.00	11/3	11/3	1		SAT	1
PROGRAM : MASTERCHEF ORD COM1 : SPOTS N/A. MG IN X FACTOR & NEWS. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 48-51												

51	A		230A-330A	30		\$75.00	11/3	11/3	1		SAT	1
PROGRAM : CSI: MIAMI ORD COM1 : SPOTS N/A. MG IN X FACTOR & NEWS. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 48-51												

STATION MAKEGOOD OFFERS:  
 M10 OK'D BUY#14 MISSED: SUN/900P-1000P NOV4 (2/WK) 30S \$2,450.00 (OCT31/12)  
 OFFER: MON/800P-1000P OCT29 30S \$3,150.00 PLS ADVISE.  
 & SAT/1000P-1100P NOV3 30S \$1,500.00  
 & SAT/1100P-1200M NOV3 30S \$175.00  
 & SAT/230A-330A NOV3 30S \$75.00  
 CMT: SPOTS N/A. MG IN X FACTOR & NEWS. PRE-BOOKED PLS APPROVE.

OCT/12 32560.00 NOV/12 76325.00 CONTRACT TOTAL 108885.00  
 TOTAL SPOTS 88

MARKET TOTALS \$518,500 KVVU 21% KSNV 30% KLAS 22% KTNV 15% KVMY 8% KVCW 3% CABL 0%  
 SHARES EST KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE